



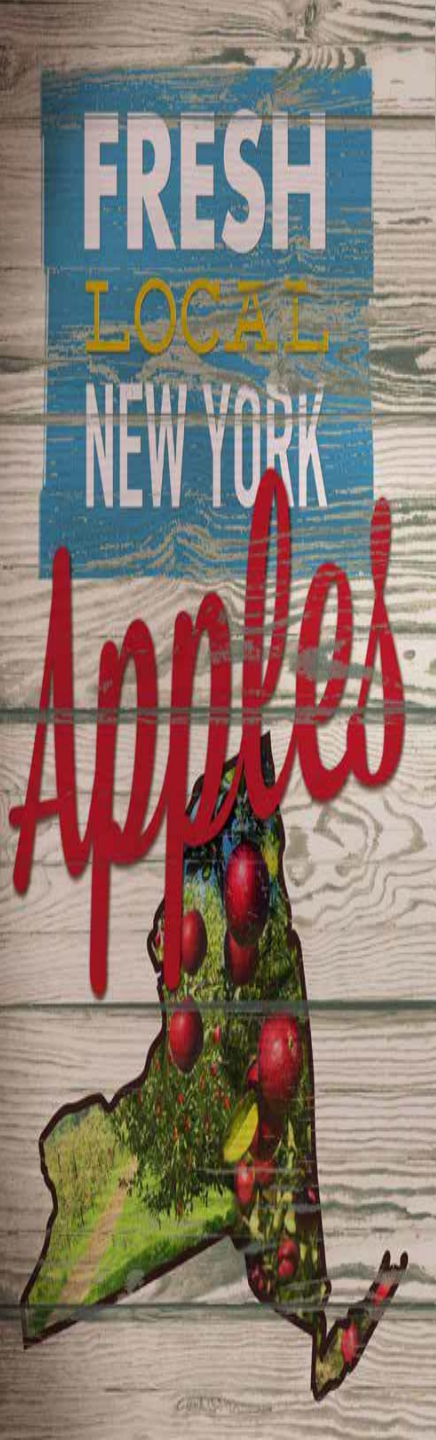
# Consumer Advertising

Budget \$961,500

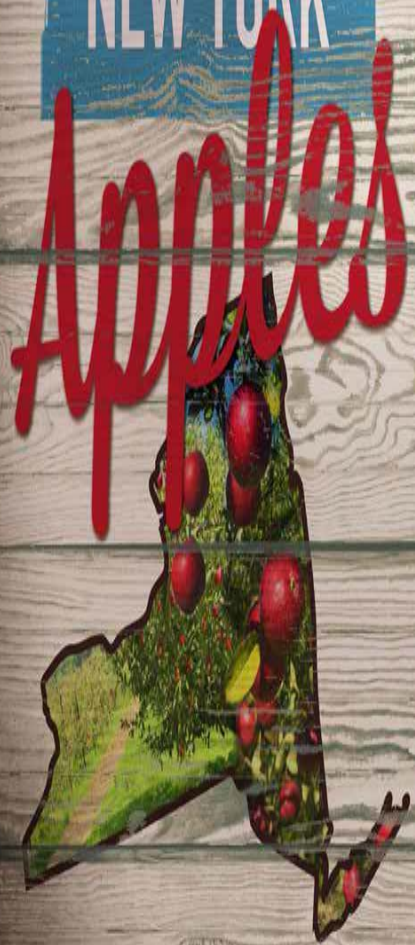
Consumer advertising encompasses:

- Radio
- Television
- Digital
- Print media

Targeted audience

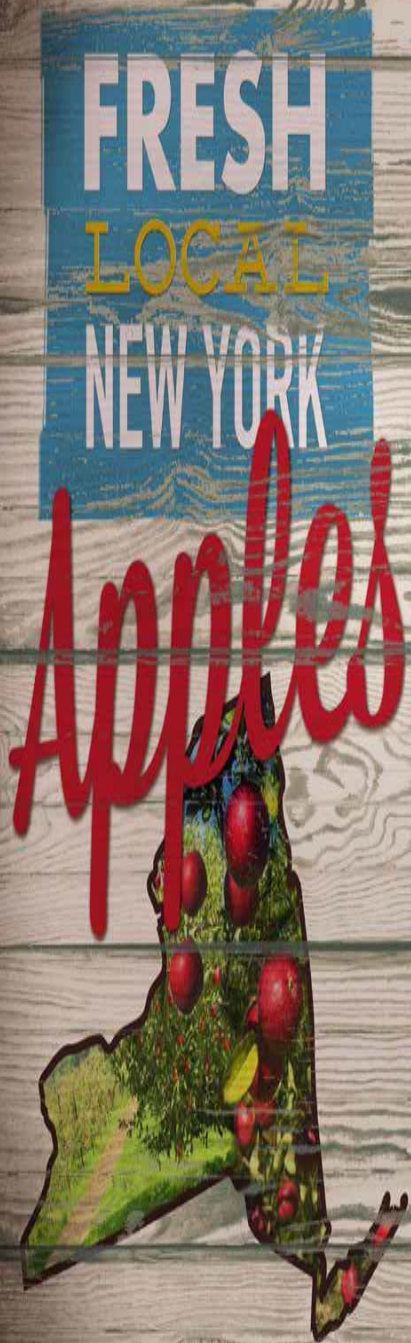






FRESH  
LOCAL  
NEW YORK





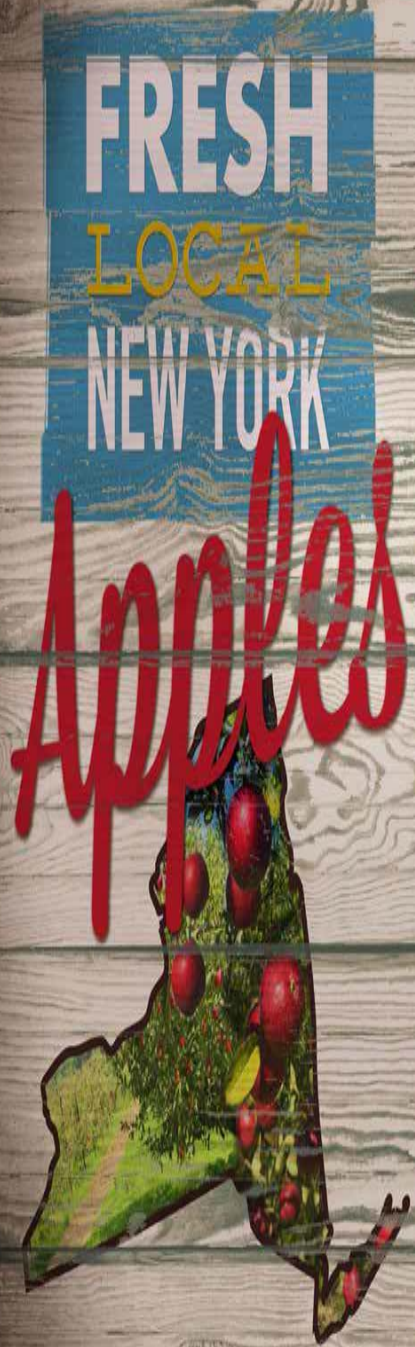
## McIntosh Apple Sales as a result of Jumbotron

10/28/2014	120
10/29/2014	83
10/30/2014	92
10/31/2014	195
11/1/2014	267
11/2/2014	574
11/3/2014	653
11/4/2014	468
11/5/2014	272
11/6/2014	306
11/7/2014	273
11/8/2014	153
11/9/2014	262
11/10/2014	228
11/11/2014	152
<b>Total orders</b>	<b>4098</b>

Facebook, Twitter and Jumbotron  
Post on Instagram







# Think of it as the **McATHON**

After all, the New York McIntosh is the Official Apple of the TCS New York City Marathon. And it is a 26.2-mile run through the city some call "The Big Apple." So go ahead, if you're running or spectating, take a healthy bite of a just-picked New York McIntosh. It's New York Apple harvest season, so all of your favorite varieties are fresh-picked and filled with fabulous flavor.



OFFICIAL APPLE OF THE  
**TCS NEW YORK CITY MARATHON**



Think of it as *The McAthlon*... and grab a great McIntosh apple for the long run.



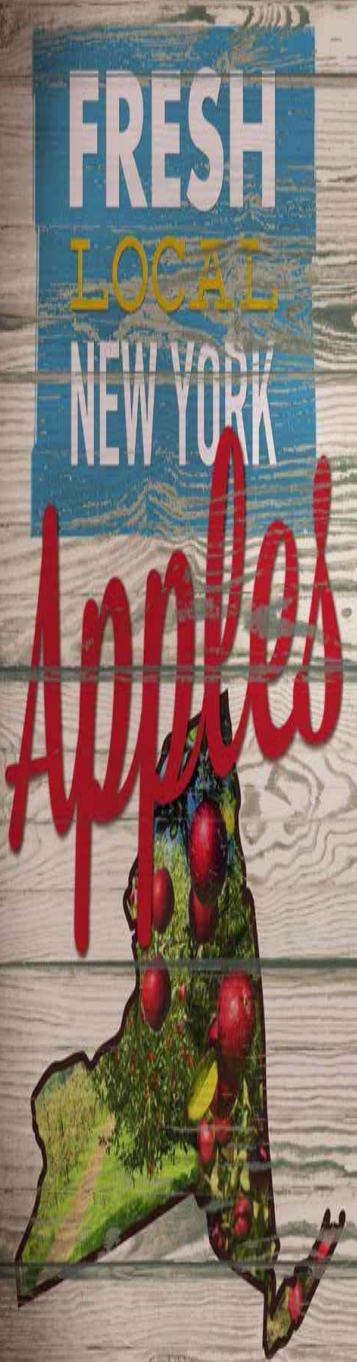
SPOT NAME	PROMISED	DELIVERED	TOTAL VIEWERS
<b>MARATHON COUNTDOWN</b>			
Sat 11/1 7:30-8p	2x :15	2x :15	344,600
<b>MARATHON COUNTDOWN</b>			
Sat 11/1 7:30-8p	1x Segment	1x Segment	180,000
<b>MARATHON PRE-SHOW</b>			
SUN 11/2 7-9A	2x :30	2x :30	530,300
<b>MARATHON RACE</b>	WABC 2x :30		
SUN, 11/2 9a-2p	ESPN 2x :30	WABC 6x :30   5x :30	2, 441, 400
<b>NY APPLE ROS SCHEDULE</b>			
10/6-11/2	24x :15	25x :15   2x :30	5,227,700
<b>LIVEWELL NETWORK</b>			
<b>NY APPLE ROS SCHEDULE</b>			
10/6-11/2	100x :15/:30	96x :15/ :30	171,200



**TOTAL ON -AIR IMPRESSIONS PROMISED: 5,061,000**

**TOTAL ON-AIR IMPRESSIONS DELIVERED: 8,895,200**





## Rich Media Display Results September – November 24, 2014



**GET A HEALTHY, DELICIOUS KICK...**

**Abby Wemboch**  
Saratoga legend & NY apple lover

ORCHARD LOCATOR RECIPES VIDEOS

Interactive Desktop Banner

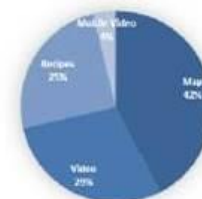
radhates: ny us

Heat Map

RECIPES VIDEOS

Placement	Impressions
NYAA Mobile_320x50	3,853,334
NYAA_Harvest	2,670,168
Run of Local News Sites	602,496
Saratogian.com	490,921
Buffalonews.com	436,050
TimesUnion.com	375,786
PressConnects.com	318,363
DemocratAndChronicle.com	316,795
Cox Digital Custom Audience	279,385
Syracuse.com	252,587
WGRZ.com	242,944
PoughkeepsieJournal.com	213,918
Run of Local News Added Value	103,056
<b>Grand Total</b>	<b>10,155,803</b>

Feature Views

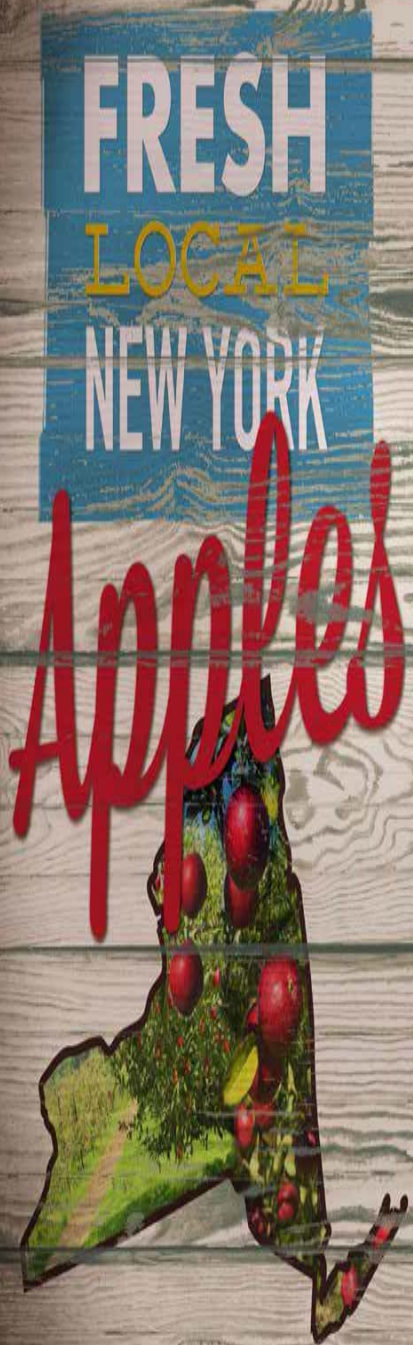


**ABBY'S FAVORITE FRESH NY APPLES**

click to play video

Mobile Click-to-Play Video





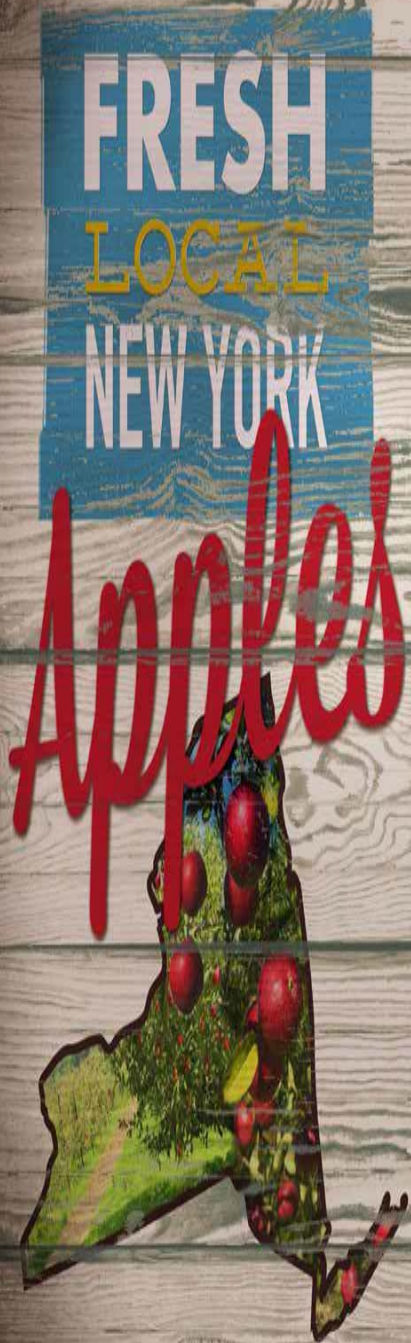
## Paid Search Advertising Results September –October 2014

Month	Impressions	Clicks	CTR	CPC	Media Cost	Avg. position
September	187,588	6,929	3.69%	\$0.13	\$879.06	1.4
October	211,339	7,958	3.77%	\$0.14	\$1,091.61	1.5
<b>Grand Total</b>	<b>398,927</b>	<b>14,887</b>	<b>3.73%</b>	<b>\$0.13</b>	<b>\$1,970.67</b>	<b>1.4</b>

Keyword	Impressions	Clicks	CTR	CPC	Media Cost	Avg. position
[apple picking ny]	30,400	1,436	4.72%	\$0.20	\$280.78	1.5
apples farms	44,952	1,287	2.86%	\$0.12	\$160.36	1.7
apple picking ny	40,282	1,283	3.19%	\$0.10	\$122.87	1.3
apple orchards ny	27,398	801	2.92%	\$0.12	\$96.54	1.5
apple picking in ny	21,432	780	3.64%	\$0.07	\$57.16	1.4
new york apple picking	17,412	646	3.71%	\$0.21	\$132.71	1.5
"apples farms"	16,980	478	2.82%	\$0.13	\$62.22	1.5
apples pick your own	7,995	426	5.33%	\$0.13	\$56.28	1.7
[apple picking upstate ny]	6,739	406	6.02%	\$0.11	\$43.12	1.2
pick your own apple orchards	9,702	371	3.82%	\$0.13	\$47.69	1.8
new york apple picking farms	6,382	309	4.84%	\$0.16	\$49.07	1.4
apple picking farms ny	6,474	281	4.34%	\$0.10	\$27.73	1.4
apple picking farms in ny	5,779	280	4.85%	\$0.12	\$33.93	1.4
apple picking buffalo ny	3,717	275	7.40%	\$0.10	\$27.66	1.2
pick your own apples ny	3,785	250	6.61%	\$0.11	\$27.95	1.4
apple picking upstate ny	4,071	247	6.07%	\$0.09	\$22.62	1.5
[apple picking buffalo ny]	2,975	220	7.39%	\$0.13	\$27.87	1.2
apple orchards in ny	4,920	217	4.41%	\$0.16	\$34.87	1.5





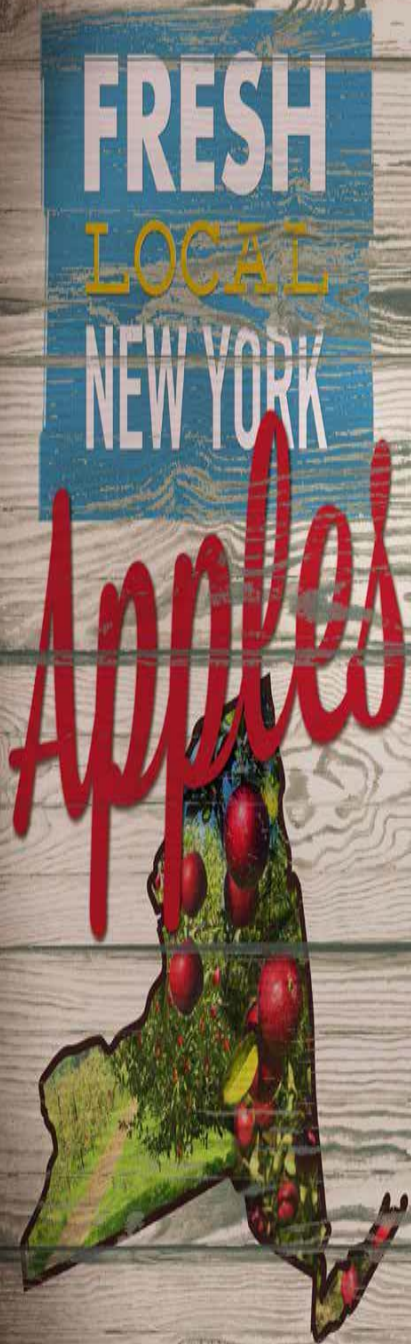


# Pandora Audio/Display Results September –November 24, 2014



Pandora	Impressions
Audio Everywhere	1,775,109
Display Everywhere	1,768,556
<b>Grand Total</b>	<b>3,543,665</b>





New York Apples

https://www.facebook.com/nyapples

Apps iGoogle Lenovo Recommen... WebMail Login Flickr: NYAppleCou... HEB Showtime Demo West Irondequoit Ce... Greater Rochester O... NY Apple Associatio...

facebook

Settings Logout

New York Apples Timeline Recent Admin Panel Promote Page



Cover Photo Change Cover

**New York Apples**  
6,068 likes · 976 talking about this

Update Page Info Follow

Food/Beverages  
New York is the second largest apple producing state in the US. We grow the highest quality, best tasting apples anywhere.

About

Photos Videos Cider Sweepstakes Likes

HOW DO YOU LIKE THEM APPLES® CIDER SWEEPSTAKES

6,068

Recent

- 2013
- 2012
- 2011
- 2010
- 2009

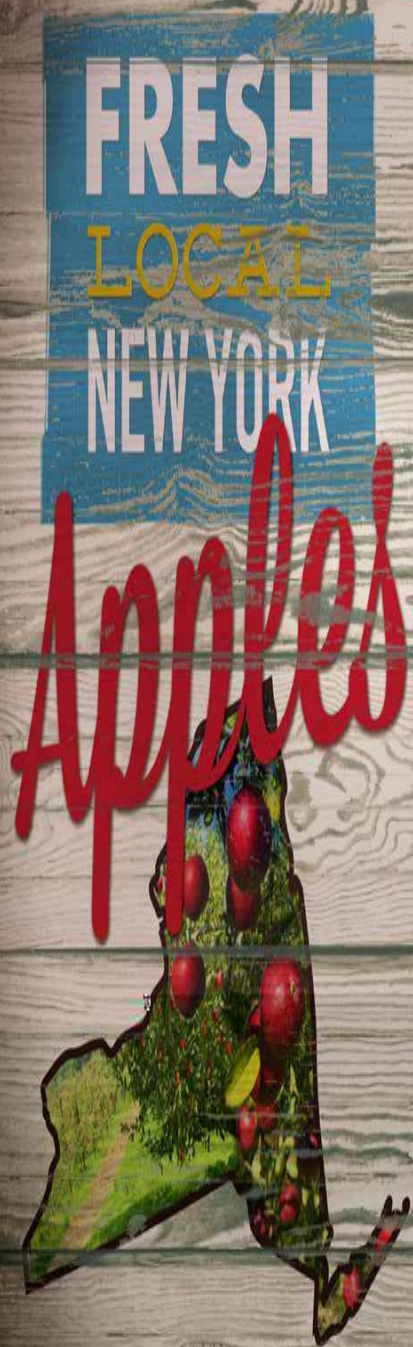
https://www.facebook.com/nyapples/photos/a.10151619730482478.1073741828.72129807477/10151619730172478/?type=1

98% 12:20 PM 3/26/2014

March 2014- 6,068 “Likes”







Facebook page for New York Apples Food/Beverages.

**Page Header:** Settings Logout

**Page Navigation:** Page Activity 11 Insights Settings Build Audience Help

**Cover Photo:** Two red apples and a calendar showing January 15.

**Profile Picture:** Apple Country New York State logo with website URL www.nyapplecountry.com.

**Page Name:** New York Apples Food/Beverages

**Followers:** 597 Page Likes, 128 Post Reach, UNREAD, 5 Notifications, 6 Messages

**Timeline:** About Photos Videos More

**PEOPLE:** 22,110 likes

**Find New Customers:** Connect with more of the people who matter to you

**Status:** What have you been up to?

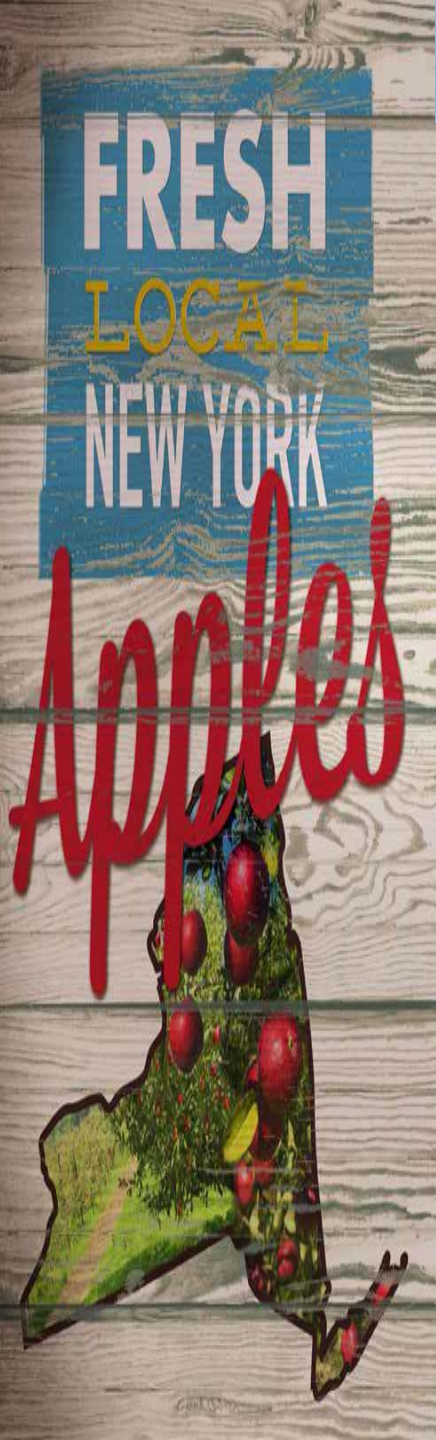
**Activity:** New York Apples changed their cover photo. Posted by molly@nyapplecountry.com (?) - 7 minutes ago

January 2015- 22,110 “Likes”

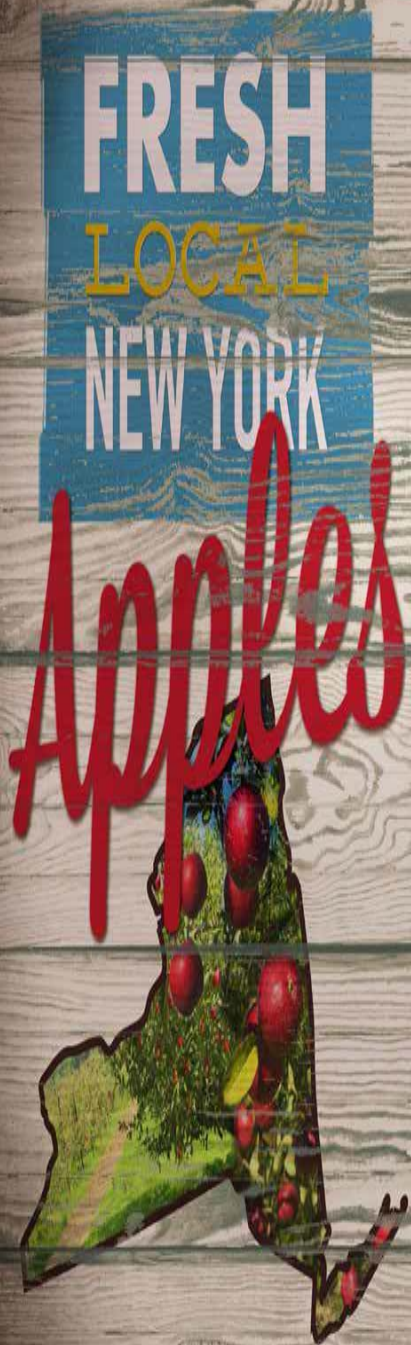


# NYAA Website Development

- Year-long website redevelopment project
- Updated old website to be user-friendly and focused on consumer needs
- [www.nycider.com](http://www.nycider.com) redesign is currently underway







## Welcome to New York Apple Country®

God Willing and Weather Permitting, in 160 days this will be a tasty NY apple!



Photo: James Ziegler

## Presenting Our New Cider Videos!

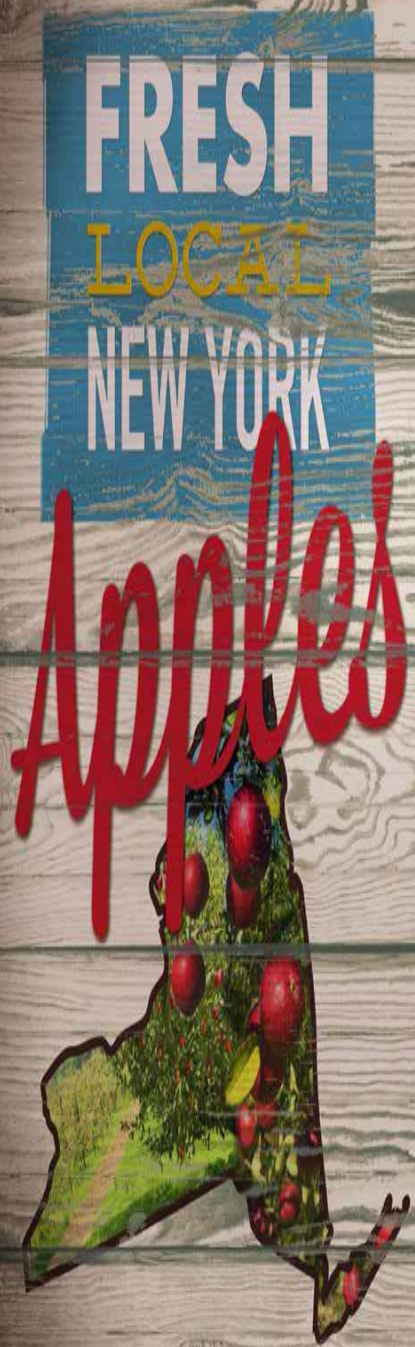
Click on the individual video links below view each Apple Cider video.

### All About New York Apple Cider

Recipes, Health Benefits, Flavor Secrets, History and More

Watch 6 New Cider Videos Now





com

Flickr: NYAppleCou... West Irondequoit Ce... NY Apple Associatio... Welcome to Facebo... U.S. Apple Associati...

**APPLE COUNTRY**  
NEW YORK STATE  
Millions of local branches near you.

HOME | INDUSTRY | CONTACT | **Seed Language** | Search the site

ABOUT | FIND APPLES / EVENTS | VARIETIES | RECIPES | NUTRITION | PRESS ROOM


## IT'S TIME FOR CIDER!

Drinking cider is like drinking your apples. Use our locator map to find a cider producer near you.

[VIEW MAP](#)

### FRESHER, FASTER, LOCAL APPLES

New York apples are grown nearby, so they get to you faster and fresher. Buy local and support your area farmers and enjoy a crisper, tastier, more delicious taste of New York.




### FIND FRESH NEW YORK STATE APPLES AND CIDER

Our handy locator can help you find farm markets, pick your own orchards, heirloom varieties and fresh New York State cider.

**FARM MARKETS:** City, State or Zip Code  [SEARCH](#)


**PICK YOUR OWN:** City, State or Zip Code  [SEARCH](#)



### Apple Discovery Guide

#### CORPLAND


- Excellent for eating, salads, baking and snacking
- Good for salads & pies



### Apple Advantages

#### Proven health and wellness benefits

Click "HERE" to discover all our New York Apple advantages




### Get Social With NY Apples

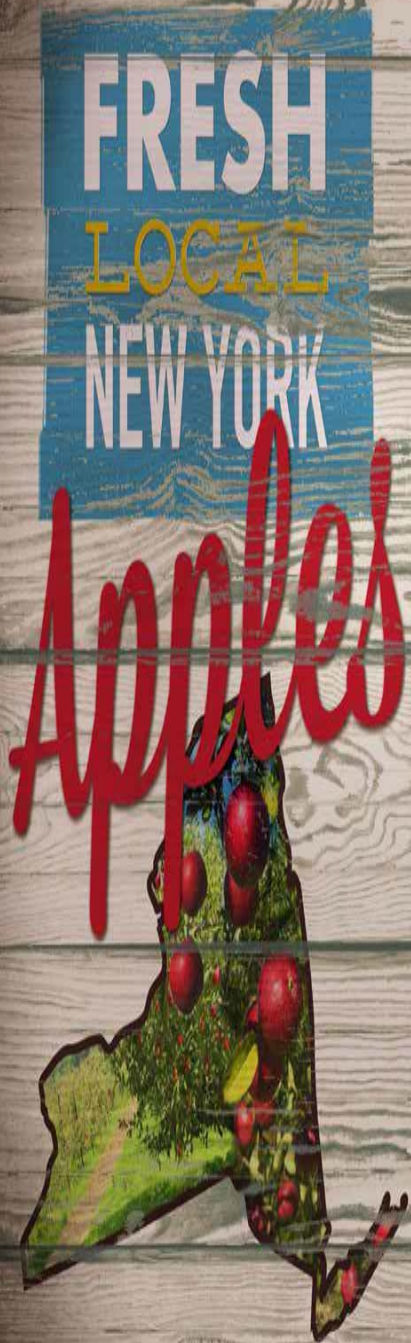
New York Apples [V Log](#) You Are This

New York Apples [V Log](#) January 27 at 10:10pm

The Super Bowl is coming up this Sunday. February 1st, take a look at this mouthwatering chicken wing recipe with an apple-onion dip using apple butter and apple cider vinegar!







### FRESHER, FASTER, LOCAL APPLES

New York apples are grown nearby, so they get to you faster and fresher. Buy local and support your area farmers and enjoy a crisper, tastier, more delicious taste of New York.



### FIND FRESH NEW YORK STATE APPLES AND CIDER

Our handy locator can help you find farm markets, pick-your-own orchards, heirloom varieties and fresh New York State cider.



#### FARM MARKETS



#### PICK-YOUR-OWN



### FIND APPLES / EVENTS

[Find Cider Producers](#)
[Find A Farm Market](#)
[Find Gift Boxes](#)
[Find A NYC Greenmarket](#)
[Find Heirloom Apples](#)
[Find A Pick-Your-Own](#)
[Events](#)

## FIND APPLES

Our handy locator can help you find farm markets, pick-your-own orchards, heirloom varieties, fresh New York state cider and NYC Greenmarkets.

Find a location near you



#### Options



#### Categories

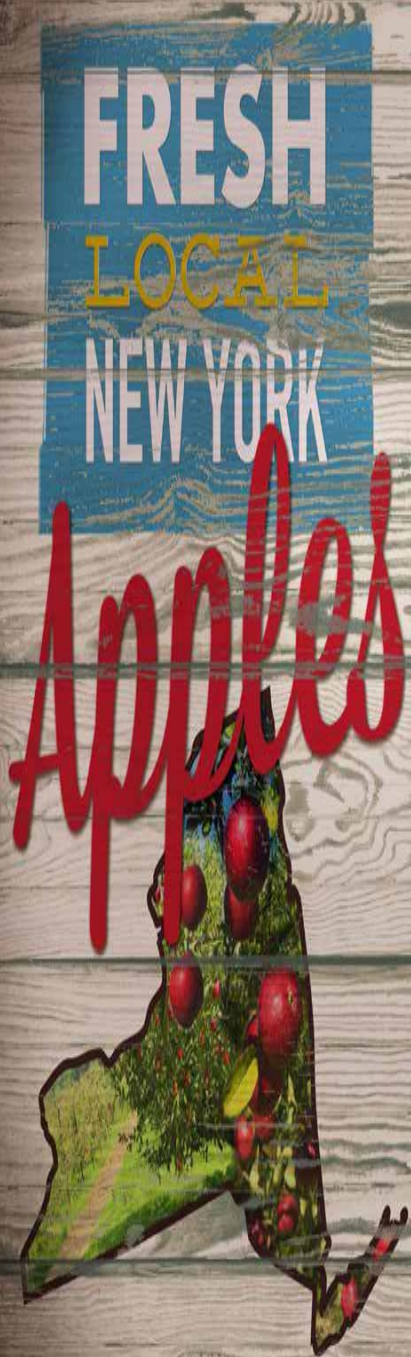
- ☒ Cider
- ☒ Farm Market
- ☒ Gift Boxes
- ☒ Greenmarket
- ☒ Heirloom Apples
- ☒ Pick Your Own

Search to locate places near you.



Our handy locator can help you find farm markets, pick-your-own orchards, heirloom varieties, fresh New York state cider and NYC Greenmarkets.



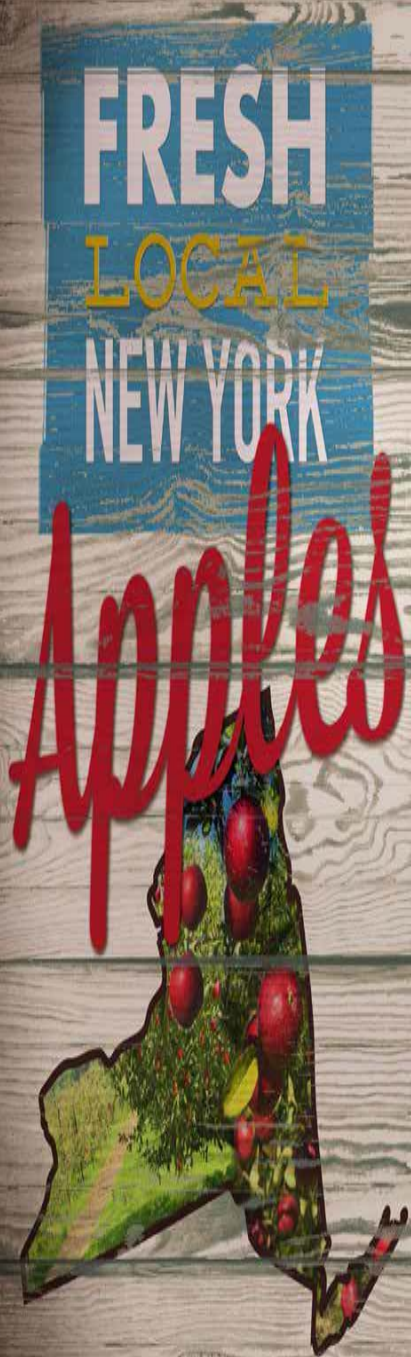


Below is a table that shows the number of sessions from each city using the search function / map to find pick-your-own and farm markets

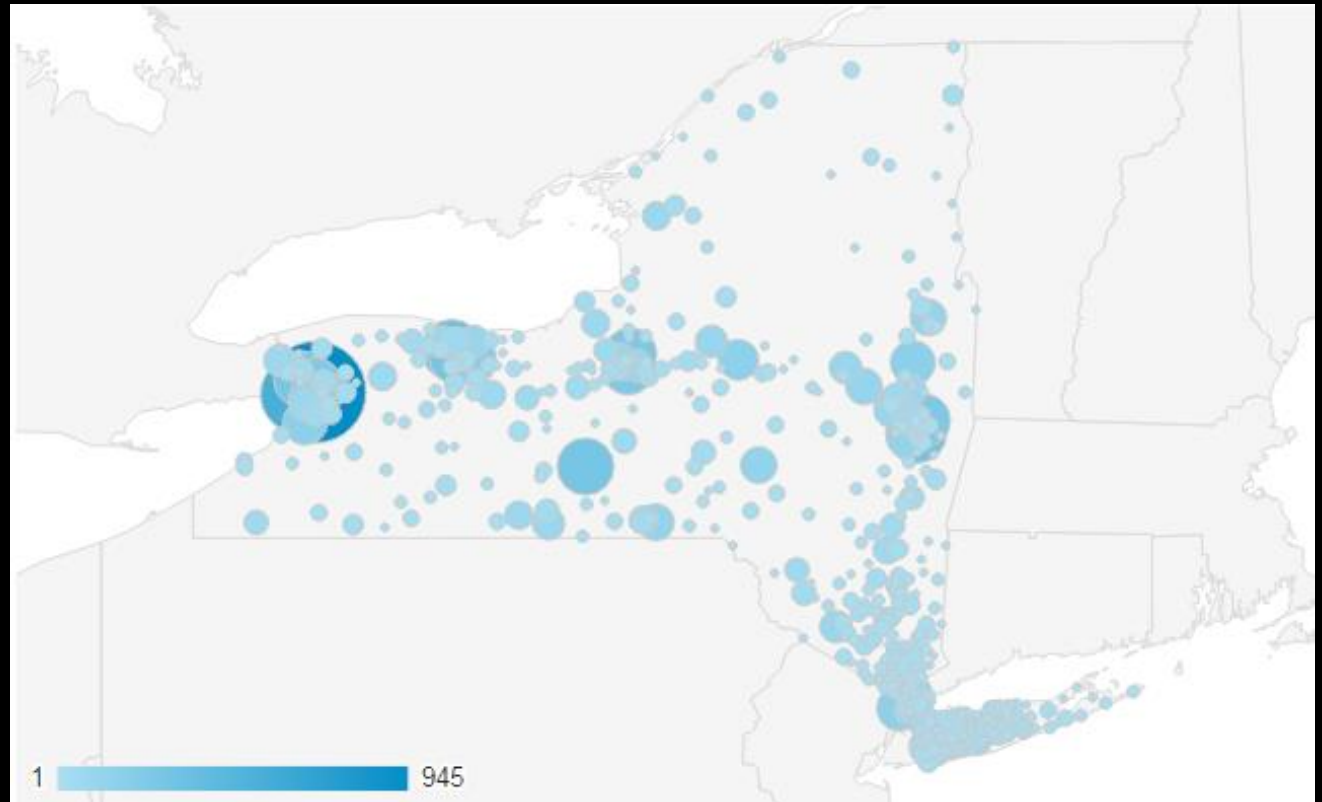
City	Total Search Sessions
Albany	322
Saratoga Springs	174
Middletown	96
Kingston	63
Newburgh	38
Poughkeepsie	36
Plattsburgh	35
New Paltz	28
Highland	12
Johnstown	9
Gardiner	8
Ballston Spa	5
Rexford	3
Grand Total	829







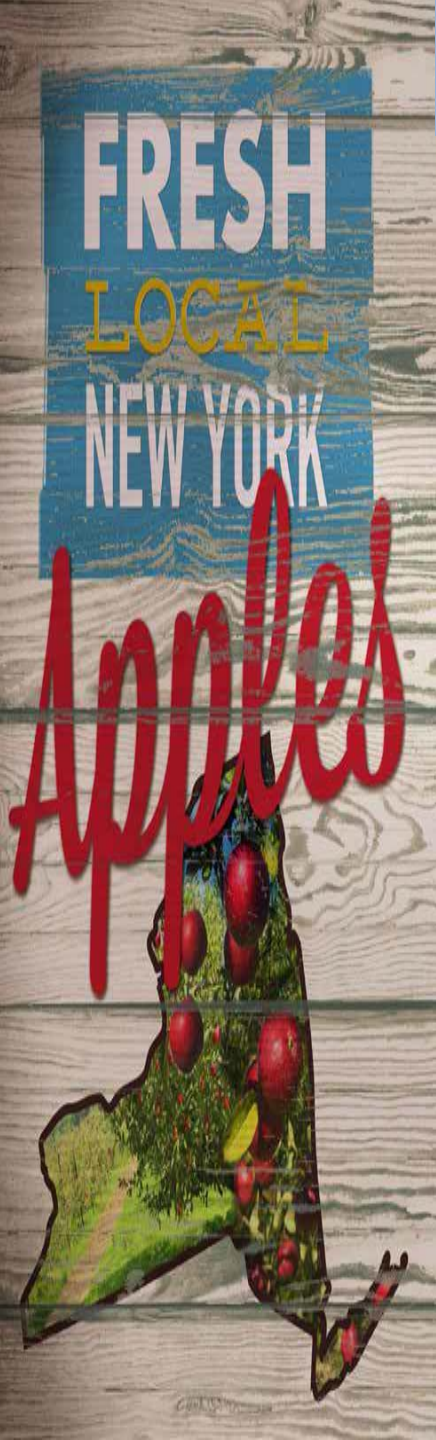
Pick your own and farm market searches  
throughout the state



# Retail Promotional Highlights

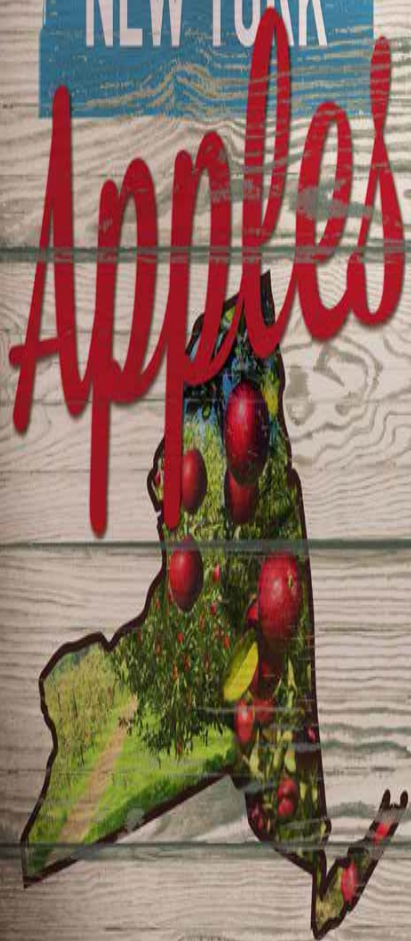
Budget: \$803,000

- Digital couponing
  - Demos
  - Ad support
- Cause marketing
  - Displays
- Radio advertising
- Customized POS





**FRESH  
LOCAL  
NEW YORK**




**99¢<sub>lb.</sub>**

**Fresh Picked Apples**  
Assorted Varieties, Sold in Tote Bags,  
A Great Low Calorie Snack that is High in Fiber

SAVE WITH CARD

**LOCALLY GROWN**



**\$2<sup>99</sup><sub>lb.</sub>**

**Honeycrisp Apples**  
US #1 Sweet and Crisp,  
Great for Pies and Fresh Eating

SAVE WITH CARD



First of the Season Early Red

**Apple Totes**  
U.S. Extra Fancy - New York State

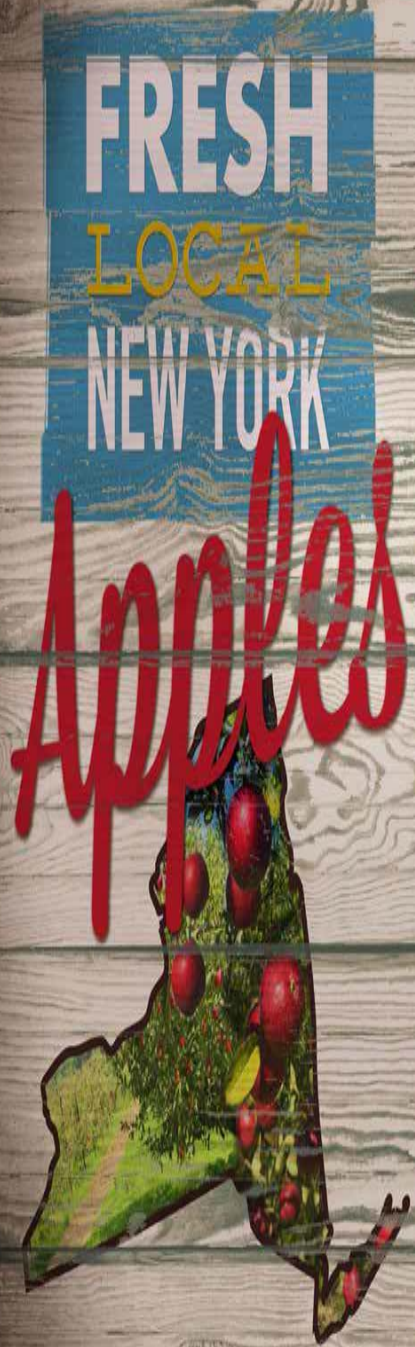


**99¢<sub>Lb.</sub>**









**\$1.00**



**New York Apples**

Save \$1.00 on NY Apples When You Buy ...more

**Expires: 11/08/14**


**Load To Card**





markets x Coupons x

plan.shoprite.com/Coupons/Categories/Produce/588/1

Lenovo Recommen... Flickr: NYAppleCou... West Irondequoit Ce... NY Apple Associatio... Welcome to Facebo... U.S. Apple Associati... Irondequoit Youth L...

**Create Account Sign In** Search ShopRite.com



 We're All About Food.  
We're All About Savings.  
We're All About You.

 Order Online  Weekly Circular  Coupons  Careers

Store Locator Shop Save Wellness Meal Ideas My ShopRite Price Plus Club

Weekly Circular Categories Recipes Coupons My ShopRite Search Weekly Circular GO Shopping List 0

**ShopRite of Daleville**  
921 Drinker Trnpke Suite 24  
Covington Township,  
Pennsylvania 19444  
(570) 842-7461  
[Map](#) | [Change Location](#)

 **DECADENT CHOCOLATE  
CHUNK COOKIES  
...AND MORE**  **VIEW RECIPES**

**Digital Coupon Center**

Sign In or create a ShopRite.com account to load these coupons to your Price Plus club card. The offers you select will automatically be added to your card and will remain on your shopping list and card until they are redeemed or they expire. Coupons do not double or triple.

Coupon Categories: Produce (1) Sort by: Exp. Date



# Reach Consumers At The Front of The Store

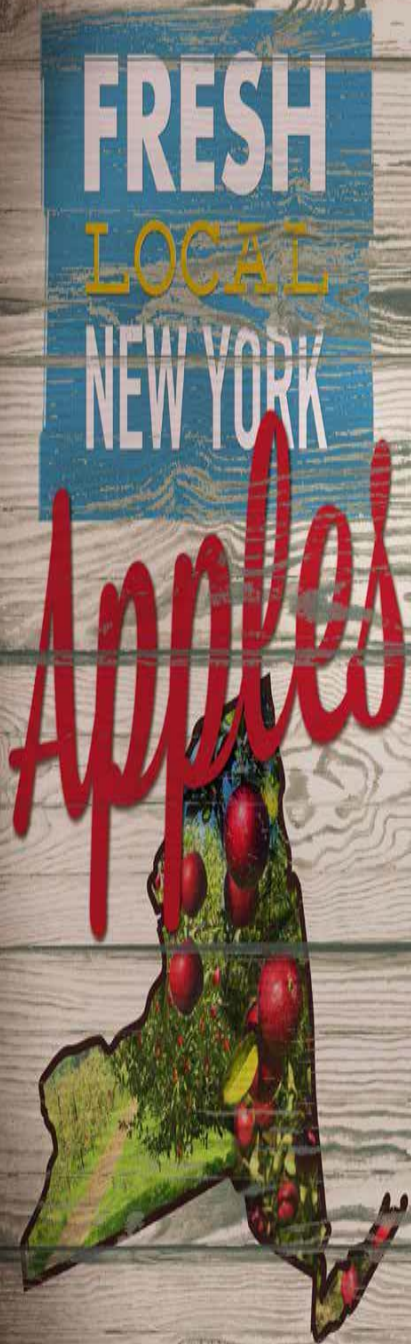


1. **SCAN** Shopper Savings Card
2. **SHOP** with Personal Sheet with targeted offers & messages
3. **SAVE** when scan Shopper Card at checkout or with Coupons



***SPEED***

Individually printed sheets  
in < 5 seconds



# Innovation

## *I-Save cider program*



Average redemption rate of I save programs is: 12%

Total redemptions for 2014- 20,160

**Price Chopper** STORE COUPON Expires 2014-10-09 NOT SUBJECT TO DOUBLING

**Save \$1.00**  
on any ONE (1) Price Chopper Fresh Apple Cider (1 gallon)

Limit one Price Chopper coupon per customer per offer; may be combined with one manufacturer coupon per product purchased, unless prohibited. Void if copied or altered.

Good Only At **Price Chopper**

**AdvantEdge** **APPLE COUNTRY** NEW YORK STATE

0 000000 025676

**Price Chopper** STORE COUPON Expires 2014-10-09 NOT SUBJECT TO DOUBLING

**Save \$1.75**  
on any TWO (2) Price Chopper Fresh Apple Cider (1 gallon)

Limit one Price Chopper coupon per customer per offer; may be combined with one manufacturer coupon per product purchased, unless prohibited. Void if copied or altered.

Good Only At **Price Chopper**

**AdvantEdge** **APPLE COUNTRY** NEW YORK STATE

0 000000 025690

**Price Chopper** STORE COUPON Expires 2014-10-09 NOT SUBJECT TO DOUBLING

**Save 75¢**  
on any ONE (1) Price Chopper Fresh Apple Cider (1 gallon)

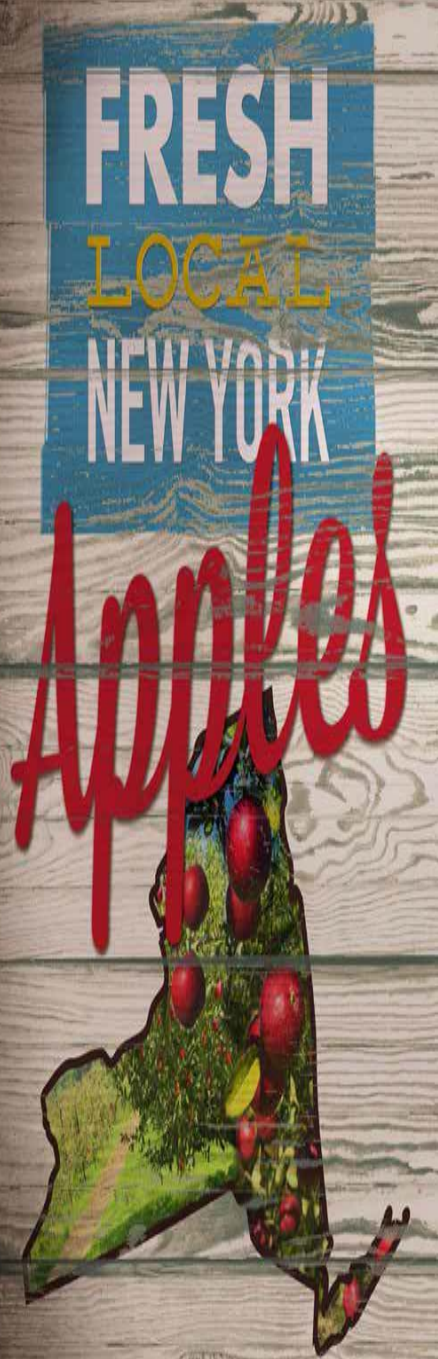
Limit one Price Chopper coupon per customer per offer; may be combined with one manufacturer coupon per product purchased, unless prohibited. Void if copied or altered.

Good Only At **Price Chopper**

**AdvantEdge** **APPLE COUNTRY** NEW YORK STATE

0 000000 025683





## NEW Digital program at DeCA



Co-Sponsored coupon for NY apples  
with Marzetti & Co. at the Defense  
Commissaries .





FRESH  
LOCAL  
NEW YORK

Apples



Retail support of NY apple  
demos have been strong  
and are continuing.

WHOLE  
FOODS  
MARKET

Walmart

Stop&Shop®

MARKET  
BASKET®  
"MORE FOR YOUR DOLLAR"

ShopRite®

Remke bigg's  
MARKETS

freshdirect®

Sam's  
CLUB®

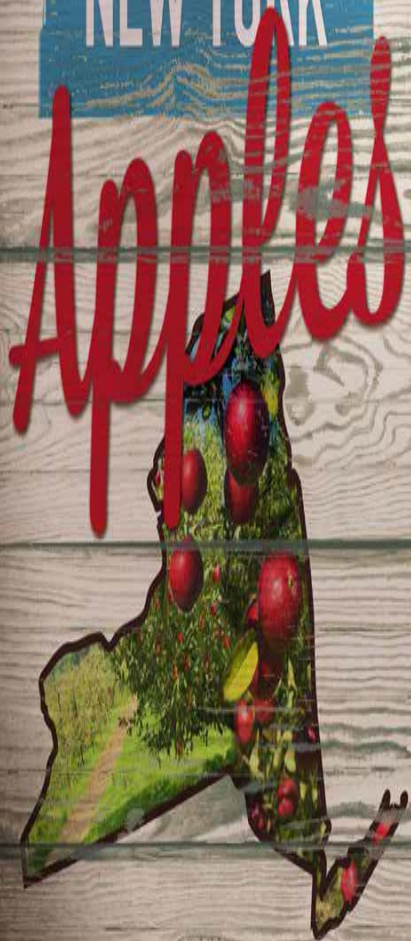
COSTCO  
WHOLESALE

H-E-B®

Central Market®  
H-E-B

Kroger®





**BUY** NEW YORK STATE  
**APPLES**



*and* **HELP BEAT CANCER**



New York Apple Growers and this store helped donate **\$25,000** to the Jim and Juli Boeheim Foundation to help underwrite pediatric cancer research.



POS created for UNY retailers

**BUY** NEW YORK STATE  
**APPLES**



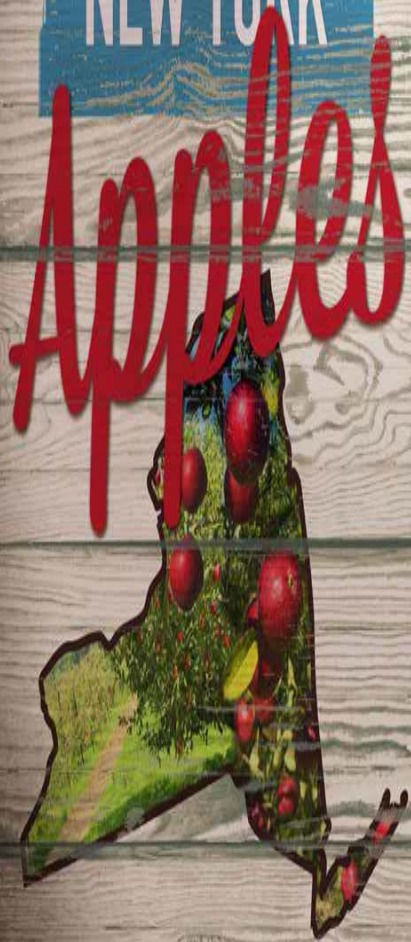
*and* **HELP BEAT CANCER**

New York Apple Growers and this store helped donate **\$25,000** to help fund cancer research.



POS for Metro NY and NE retailers





Questions regarding the New York Apple Association can be directed to our office at (585) 924-2171 or contact your district Directors:

Champlain Valley District 1

Jay Toohill

Will Gunnison



FRESH

LOCAL

NEW YORK

Apples

